



*Seetec*

# Principles of Social Media for Business Use

Level 1 Award in Understanding  
Enterprise

# Social Media Channels.

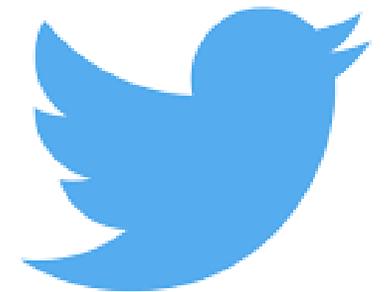
# Learning Objectives

- State the major social media channels.
- Identify reasons for using each of the major social media channels for business use.
- State the main differences between the major social media channels.
- State the specialist social media channels

# Social Media



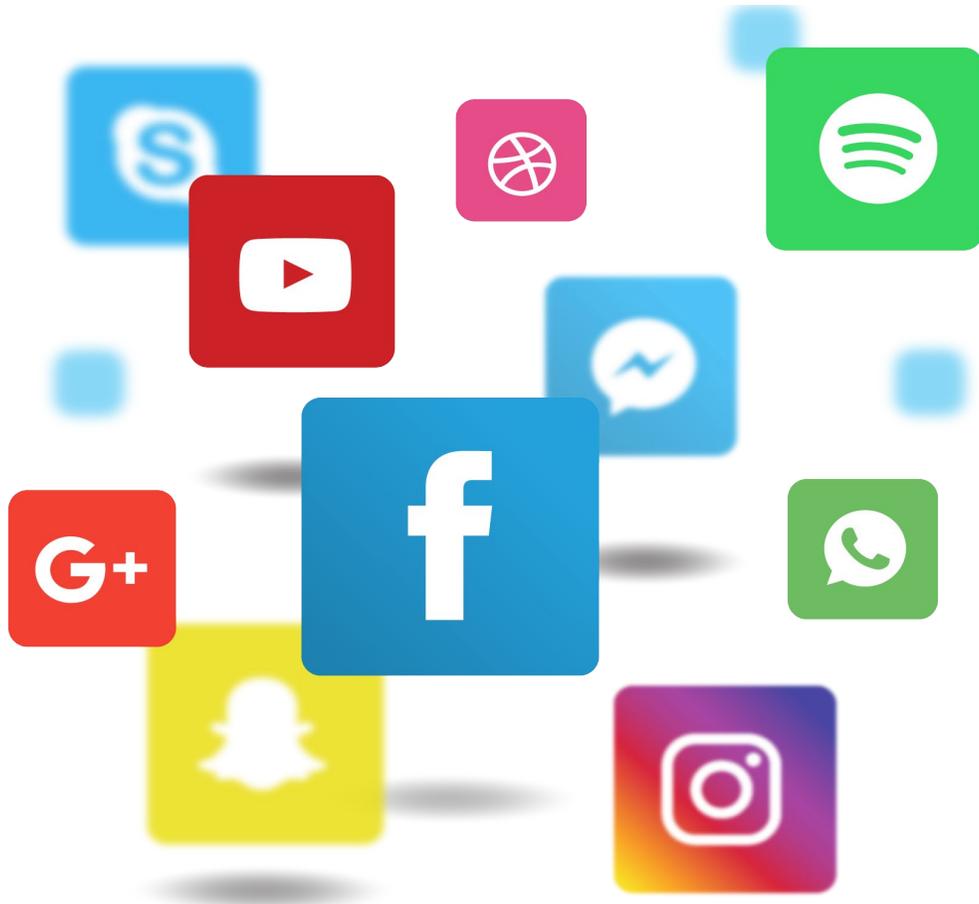
# Social Media



# Social Media Channels for Business Use

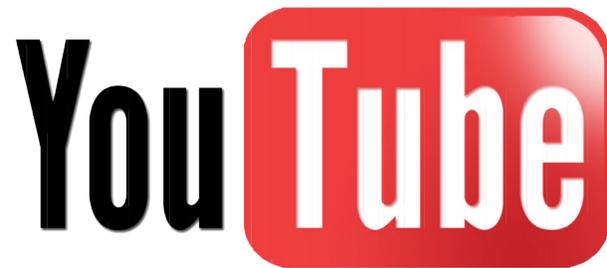


# Learner Activity



- Explain the reasons businesses may use social media platforms, and what makes this platform different to its rivals.

# Specialist Social Media Channels



# Tik Tok



# You Tube



# Pinterest



# SoundCloud



# Next Steps

Complete Activity 1: Assessment Workbook, Principles of Social Media for Business Use  
R/505/0890

## Activity 1

Using the table below, highlight the main social media channels that you think businesses use to engage with their customers and the wider marketplace, the reason they use each of the channels and the main differences between the channels and the alternatives.

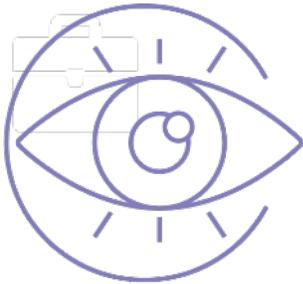
Social media channel	Reasons a business would use this channel	Difference between this channel and its rivals

# Our Company Values



## We act like owners

As owners of our business we always act in a way which supports each other and Seetec's long-term sustainability.



## We put ourselves in other people's shoes

We can see the world from other people's point of view and our roots in the communities we serve enable us to build rapport that achieve lasting change.



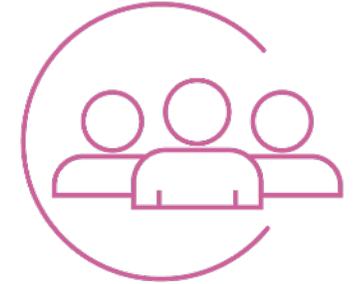
## We never stop learning

Learning is part of our nature because our relentless curiosity about the people and places we support enables us to serve them more effectively.



## We celebrate everyone's uniqueness

We are free to be ourselves. We celebrate and embrace each other's uniqueness and ensure everyone has access to the same opportunities.



## We have faith in people

Our belief in the power and potential of each other and the people and communities we serve is inexhaustible.

Any Questions?